

What is claimed is:

1. A system for adapting in real-time the content of a stream of user requested data elements comprising:

a computer processor for processing content selection;

storage media for storage of data elements functionally coupled to said

5 computer processor;

a streaming data delivery module functionally coupled to said computer processor which delivers the stream of data to the user;

a real time tracking module which provides a first signal indicative of the number of users requests;

10 a content selection module which determines which data elements are placed into the stream of data based upon a schedule of data elements and the value of the first signal.

2. The system for adapting in real-time the content of the stream of user requested data elements of claim 1 wherein the real time data tracking module is configured to receive information about the number of requests for the data stream and calculate the incremental increase or decrease of users.

3. The system of claim 1 wherein the content selection module is configured to retrieve data elements from the storage media, the stream of data elements having an associated nominal level, the content selection module being operable to change the content of the stream of data if the first signal indicates the number of requests for the stream of data deviates by a predefined amount from the nominal level.

4. The system of claim 3 wherein the content selection module further determines which data elements are placed into the stream of data elements based on the time of day and is capable of determining whether the data elements should be an advertising element.

5. The system of claim 3 wherein the content selection module further determines which data elements are placed into the data stream based on the time of day and is capable of determining whether the data elements should be a time-eligible forward lead content element.

6. The system of claim 3 wherein the control selection module is capable of determining whether the storage media contains time-eligible premium payment rate advertisements having associated minimum viewer levels, and of determining if the first signal is indicative of a viewership higher than the minimum level;

the control selection module operable to insert the time-eligible premium payment rate advertisement into the data stream.

7. The system of claim 3 wherein the content selection module is capable of determining if the first signal is indicative of a drop in viewership and is capable of adding a time-eligible content element having a positive influence on viewership into the data stream.

8. The system of claim 3 wherein the content selection module is capable of determining if the first signal is indicative of an increase of viewership over the nominal level and is capable of adding time-eligible premium advertising data elements to the data stream.

10. A method of adapting the content of a data stream in real-time containing user requested data elements comprising:

tracking the number of requests for the data elements;

changing content of the data stream if the number of user requests falls

5 below a predetermined level.

11. A method of adapting the content of a stream to a user containing data elements of data segments in real-time that are requested by a plurality of users comprising:

providing a data structure containing transmittable data segments;

5 providing a first modifiable program schedule which lists a nominal viewership level, and the order and time of transmission of the transmittable data segments to be transmitted;

determining a first property which is a function of the requests by the users of the data elements;

10 modifying the first modifiable program schedule if the first property is a predetermined amount from nominal viewership level.

12. The method of adapting in real-time the content of a stream of user requested data of claim 11 wherein the first property is a function of the number of requests by the users of the data elements within a given time period.

13. The method of adapting in real-time the content of a stream of user requested data segments of claim 11 wherein the first property is indicative of the locale of the requests by the users.

14. The method of adapting in real-time the content of a stream of user requested data of claim 11 wherein the first property is indicative of the internet domain type of the users.

15. The method of adapting in real-time the content of a stream of user requested data of claim 12 wherein the first modifiable program schedule lists in a first location a first advertisement data segment, having a first value which is capable of being compared to the first property; and further includes the step of removing first advertisement data segment from said first modifiable program schedule if the first property is below the first value.

16. The method of adapting in real-time the content of a stream of user requested data of claim 11 wherein the data structure containing transmittable data segments contains a first advertisement data segment listed in the first modifiable program schedule, having a first value which is capable of being compared to the first property further includes the step of removing first advertisement data segment from said data structure if the first property is a predetermined amount from the first value.

17. The method of adapting in real-time the content of a stream of user requested data of claim 15 further including the steps of listing a second data segment in the first location of the first modifiable program schedule.

18. The method of adapting in real-time the content of a stream of user requested data of claim 16 further including the step of listing a second data segment in the first location of the first modifiable program schedule.

19. The method of adapting in real-time the content of a stream of user requested data of claim 12 wherein the first modifiable program schedule lists a second data segment and wherein said first property is at least predetermined amount from nominal viewership level; and further including the step of inserting a first advertisement data segment into the modifiable program schedule after the second data segment.

20. The method of adapting in real-time the content of a stream of user requested data of claim 11 wherein the first modifiable program schedule lists a second data segment and further including the step of inserting said first advertisement data segment into the stream of data if the first property is above a predetermined amount from the nominal viewership level.

21. The method of adapting in real-time the content of a stream of user requested data of claim 11 further including the steps of providing a second modifiable program schedule which lists the order and time of transmission of a transmittable data segments to be transmitted in a second stream of data; determining a first property of the requests by users of the first stream of data; modifying the second modifiable program schedule if the first property is a predetermined amount from the nominal viewership level.

22. The method of adapting in real-time the content of a stream of user requested data of claim 12 further including the steps of providing a second modifiable program schedule which lists the content of a second modifiable stream the transmittable data segments;

5 modifying the second modifiable stream of data segments if the first property falls below a predetermined value.

23. The method of adapting in real-time the content of a stream of user requested data of claim 22 wherein the steps of modifying the second modifiable stream the transmittable data segments includes inserting a first advertisement data segment into the stream of transmittable data.

24. The method of adapting in real-time the content of a stream of user requested data of claim 11 further including the steps of providing a second modifiable program schedule which lists the content of a second modifiable stream the transmittable data segments;

5 modifying the second modifiable stream of data segments if the first property falls below a first determinable value.

25. The method of adapting in real-time the content of a stream of user requested data of claim 24 wherein the first property is a function of the number of requests by the users of the data elements within a given time period.

26. The method of adapting in real-time the content of a stream of user requested data of claim 24 wherein the first property is a function of the local of the requests by the users.

27. The method of adapting in real-time the content of a stream of user requested data of claim 24 wherein the first property is indicative of the domain type of the users.

28. An apparatus for adapting the content of a stream of user requested data elements comprising:

a computer processor for processing content selection;

a storage media for storing data elements functionally

5 coupled to said computer processor;

a data stream delivery module functionally coupled to said computer processor which delivers the stream of data to the user;

a tracking module which provides a first signal indicative of the number of user requests within a predetermined time interval;

10 a timing element that defines a predetermine time interval based upon the size of a transmitted data element;

a content selection module which determines which data elements are transmitted in the stream of data based upon a schedule of data elements and the value of the first signal within
15 said predetermined time interval.

29. The apparatus of claim 27 for adapting the content of the stream of user requested data wherein the data tracking module is configured to calculate intermittent increase or decrease in users within said predetermined time interval.

30. The apparatus of claim 27 wherein the content selection module is capable of retrieving data elements from the storage media, the stream of user registered data having an associated nominal level, the content selection module being operable to change the content of the stream of data if the first signal is indicative of a number of requests for the stream of data is a predetermined amount from the nominal level.

31. The apparatus of claim 27 wherein said data elements are comprised of a second set of data elements having an associated second value indicative of the time of day.

32. The apparatus of claim 27 wherein a third set of data elements having a third associated value indicative of a minimum required viewership level.

33. The apparatus of claim 27 wherein said data elements are comprised of a fourth set of data elements having an assigned value indicative of a favored lead element.

34. The apparatus of claim 27 wherein said data elements are comprised of a fifth set of data elements having an assigned value indicative of a public service announcement.

35. The apparatus of claim 27 wherein said data elements are comprised of a sixth set of data elements having a sixth variable indicative of a local flag.

36. A method of adapting the content of the stream of data containing user requested data elements comprising:

establishing a predetermined time interval based on the size of the data elements;

tracking the number of user requests for the data elements;

changing the content of the data stream fully within the predetermined time interval if the number of user requests falls below the predetermined level.

37. A method of adapting the content of a data stream to a user containing data elements of data segments requested by a plurality of users comprising:

providing a data structure containing transmittable data segments;

providing a first modifiable program schedule which lists a nominal viewership level and the order of transmission of transmittable data segments.

determining a first property which is a function of the number of requests by the users of the data elements within a given time period;

establishing a predetermined time interval based upon the size of the data segments;

modifying the first modifiable program schedule if the first property is a predetermined amount from the nominal viewership level for any given data segments.

38. The method of claim 37 wherein providing a data base includes providing data elements having first associated value indicative of the time of day.

39. The method of claim 37 wherein providing a data base includes providing data elements having a second associated value indicative of a minimum viewership level.

40. The method of claim 37 wherein providing a data base includes providing data elements having a third associated value indicative of the indicative of a public service announcement.